

## The Company

Principals choose black  
Infinites for visits,  
twice yearly, to salon

franchises. Family outliers--  
grandparent founders  
fortunately retired--use

a psychedelic hearse for  
concerts. Enough said.

It flips on I-95 coming back  
from a wet Jimi Hendrix tribute.

Funeral directions on small disc that  
headquarters' equipment can't read, so

President Hal digs out an old Compaq  
from the cellar of his Stamford mansion,  
peruses last requests midst wine racks.

He notes Hendrix, Kerouac, and Ginsberg,  
writes Bach, Shakespeare, and Scripture. In  
a mauve van with firm's name in chartreuse

calligraphy on both doors, and *Yusef and Eileena*  
discretely under, glib distributing couple later speak

of many things. Chief of which an agreement that  
the funeral so advanced the brand! Their territory:

Southern Connecticut and toni-  
er slivers of Long Island.